

**TITLE: METHOD AND APPARATUS FOR CONTENT PERSONALIZATION OVER A TELEPHONE INTERFACE  
WITH ADAPTIVE PERSONALIZATION**

INVENTOR(S): Hadi Partovi, Roderick Steven Brathwaite, Angus MacDonald Davis, Michael S. McCue, Brandon

William Porter, John Giannandrea, Eckart Walther, Anthony Accardi and Zhi Li

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2/5

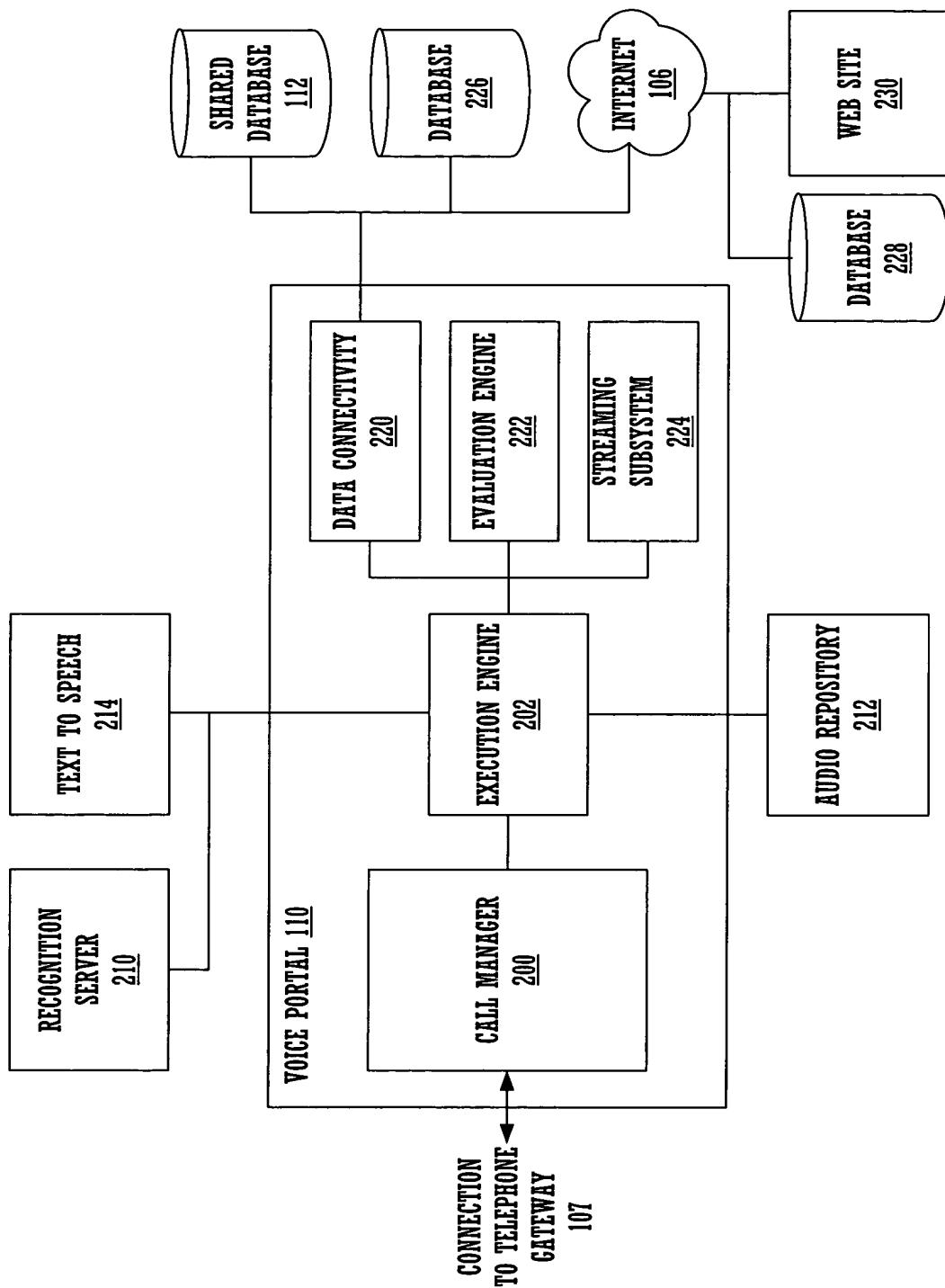


FIGURE 2

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3/5

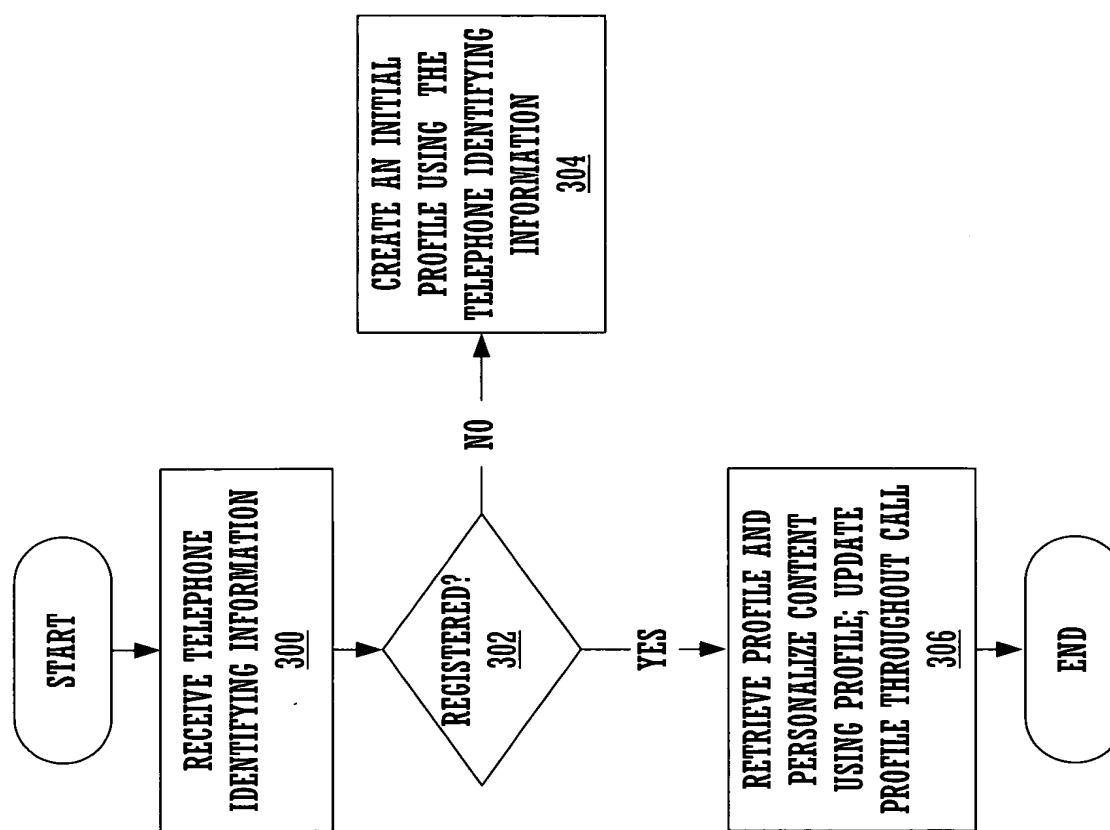


FIGURE 3

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4/5

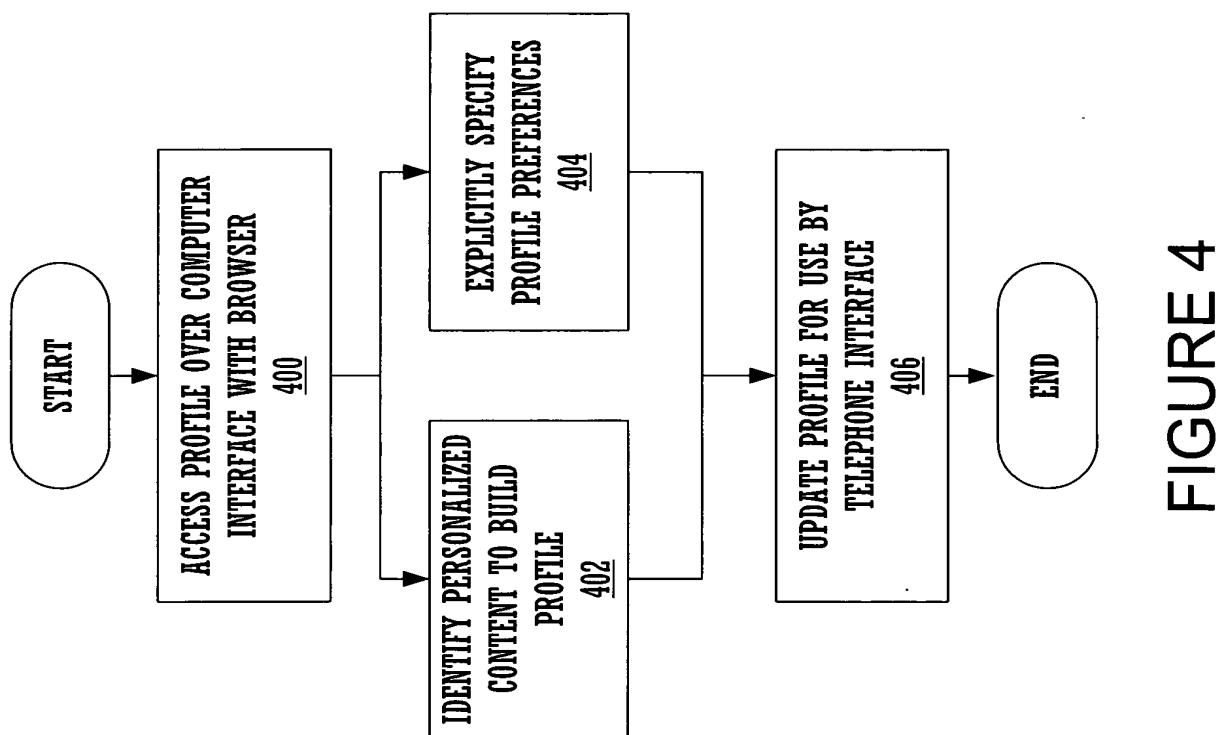


FIGURE 4

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5/5

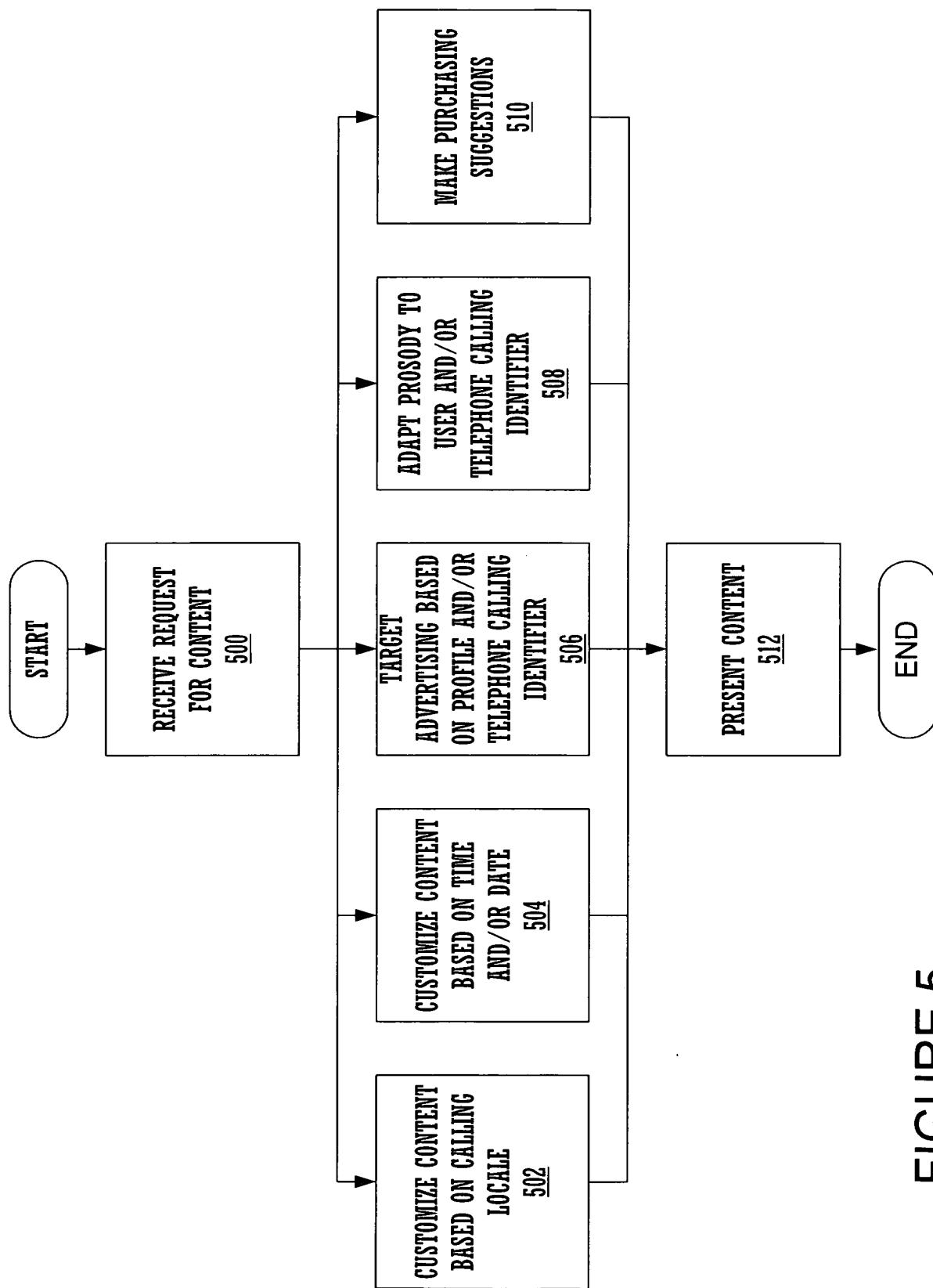


FIGURE 5